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Brevet canadien / Canadian Patent

Le commissaire aux brevets a reçu une demande de délivrance de brevet visant une invention. Ladite requête satisfait aux exigences de la *Loi sur les brevets*. Le titre et la description de l'invention figurent dans le mémoire descriptif, dont une copie fait partie intégrante du présent document.

Le présent brevet confère à son titulaire et à ses représentants légaux, pour une période expirant vingt ans à compter de la date du dépôt de la demande au Canada, le droit, la faculté et le privilège exclusif de fabriquer, construire, exploiter et vendre à d'autres, pour qu'ils l'exploitent, l'objet de l'invention, sauf jugement en l'espèce rendu par un tribunal compétent, et sous réserve du paiement des taxes périodiques.
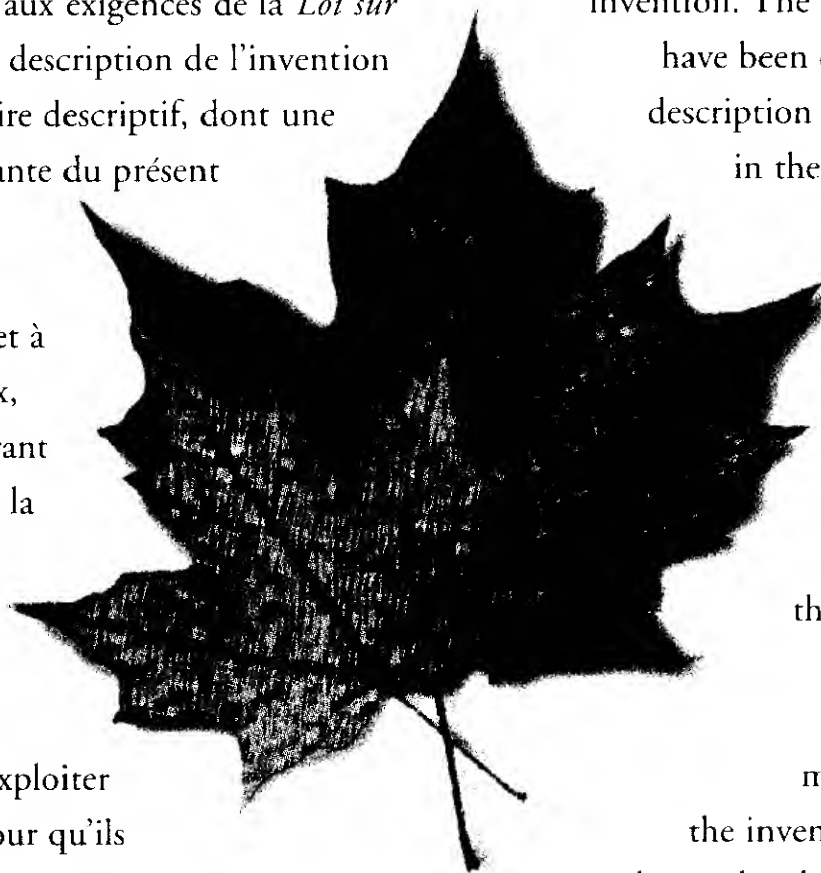
The Commissioner of Patents has received a petition for the grant of a patent for an invention. The requirements of the *Patent Act* have been complied with. The title and a description of the invention are contained in the specification, a copy of which forms an integral part of this document.

The present patent grants to its owner and to the legal representatives of its owner, for a term which expires twenty years from the filing date of the application in Canada, the exclusive right, privilege and liberty of making, constructing and using the invention and selling it to others to be used, subject to adjudication before any court of competent jurisdiction, and subject to the payment of maintenance fees.

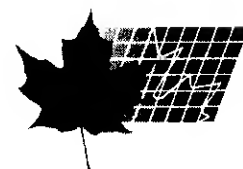| BREVET CANADIEN	**2,475,723**	CANADIAN PATENT
Date à laquelle le brevet a été accordé et délivré	**2011/01/25**	Date on which the patent was granted and issued
Date du dépôt de la demande	**2003/02/05**	Filing date of the application
Date à laquelle la demande est devenue accessible au public pour consultation	**2003/08/21**	Date on which the application was made available for public inspection

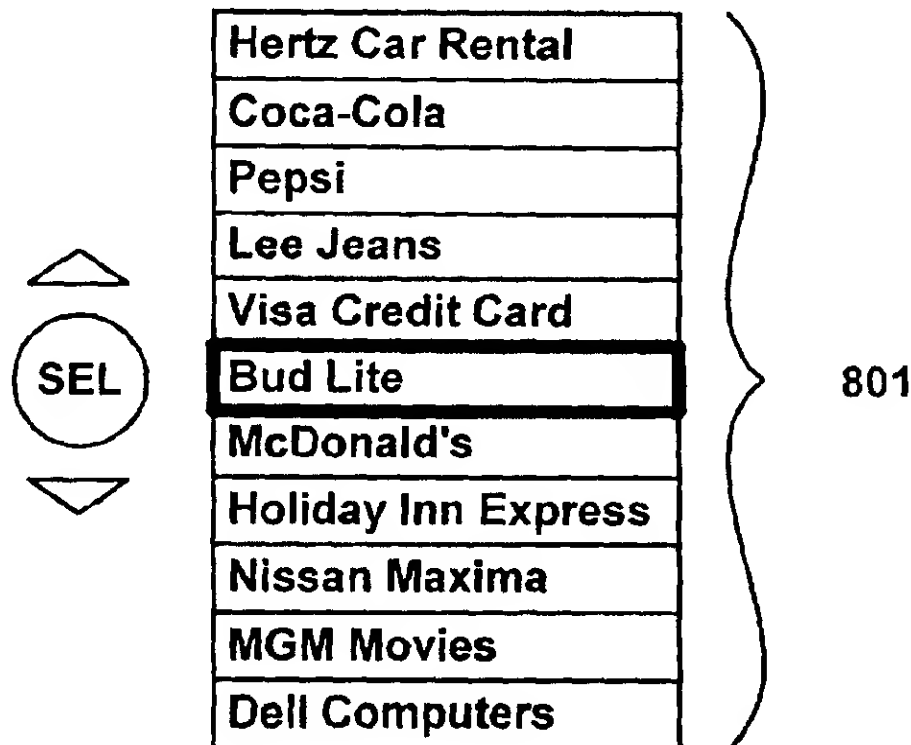Commissaire aux brevets / Commissioner of Patents

Canada

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(54) Titre : GESTION DE PUBLICITE TELEVISUELLE
(54) Title: MANAGEMENT OF TELEVISION ADVERTISING

(57) Abrégé/Abstract:
A method for providing television advertising includes receiving user input for selecting an advertising parameter and providing a user with an advertisement corresponding to the advertising parameter.

CLAIMS:

1. A method implemented by a television set-top terminal (STT) configured to provide television programs and a viewer's preference for advertisement categories, the method comprising:

outputting to a television by the STT a graphical user interface (GUI) that comprises a menu having a plurality of viewer selectable advertisement categories, said plurality of viewer selectable advertisement categories including a first advertisement category and a second advertisement category that is different from the first advertisement category;

receiving by the STT a first viewer input corresponding to the first advertisement category and a second viewer input corresponding to the second advertisement category;

responsive to receiving the first and second viewer inputs, storing the first and second advertisement categories in memory of the STT configured to store the viewer's preference for advertisement categories;

receiving a first advertisement and a second advertisement by the STT from a remote server after the STT receives the first and second viewer inputs;

storing the first and second advertisements in the STT;

receiving at a future time, a television program by a tuner in the STT;

outputting the television program to the television by the STT; and

outputting the stored first and second advertisements to the television by the STT during an interruption in the presentation of the television program being output by the STT.

2. The method of claim 1, further comprising:

outputting the first and second advertisements to the television only during time periods that were defined prior to receiving the first and second viewer inputs.

3. The method claim 1, further comprising:

receiving by the STT a third viewer input responsive to a request by the STT for the third viewer input during the presentation of at least a portion of at least one of the first and second advertisements.

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4. The method of claim 1, wherein the second advertisement is output to the television during interruptions of the presentation of the television program having a predetermined program category.

5. The method of claim 1, wherein the first and second advertising categories are subcategories that correspond to respective broader categories.

6. The method of claim 1, further comprising:

deleting at least one of the first and second advertisements from the STT after a corresponding predetermined expiration time.

7. The method of claim 1, further comprising:

deleting at least one of the first and second advertisements from the STT responsive to determining that said at least one of the first and second advertisements has been viewed at least a predetermined number of times.

8. The method of claim 1, further comprising:

determining by the STT a number of times that at least one of the first and second advertisements has been viewed responsive to receiving viewer inputs while the STT is outputting said at least one of the first and second advertisements.

9. A television set-top terminal (STT) system, comprising:

STT logic configured to output to a television a graphical user interface (GUI) that comprises a menu having a plurality of selectable advertisement categories, receive a plurality of viewer inputs respectively corresponding to selections made from the menu having the plurality of selectable advertisement categories, responsive to receiving the plurality of viewer inputs, store in a memory of the STT the viewer-selected advertisement categories, after receiving the plurality of viewer inputs, receive advertisement data components corresponding exclusively to respective advertisements corresponding to the viewer selected advertisement categories, store the advertisement data components in the memory of the STT, and output the respective advertisements to the television during intermittent future interruptions of the presentation of television programs not yet received at the STT output to the television at a future time.

10. The system of claim 9, wherein the STT logic is further configured to output to the television advertisements only during interruptions of television programs having predetermined program categories.

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11. The system of claim 9, wherein the STT logic is further configured to delete the advertisement data components from the STT after a predetermined expiration time.

12. The system of claim 9, wherein the STT logic is further configured to delete each of the advertisement data components from the STT responsive to determining that the respective corresponding advertisements have been viewed at least a predetermined number of times.

13. A method implemented by a television set-top terminal (STT), comprising:

outputting to a television by the STT a graphical user interface (GUI) that comprises a menu having a plurality of viewer-selectable advertisement categories;

receiving by the STT a plurality of viewer inputs respectively corresponding to viewer-selected advertisement categories from the plurality of viewer-selectable advertisement categories, wherein the viewer inputs are provided by a viewer of the television;

receiving a first advertisement and a second advertisement by the STT from a remote server after the STT receives the first and second viewer inputs;

storing the first and second advertisements in the STT;

receiving at a future time, a television program by a tuner in the STT;

outputting the television program to the television by the STT; and

outputting the stored first and second advertisements to the television by the STT during an interruption in the presentation of the television program being output by the STT.

14. The method of claim 1, wherein the advertisement comprises a commercial.

15. The method of claim 1, wherein the menu further comprises selectable advertisements.

16. The system of claim 9, wherein the advertisements comprise commercials.

17. The system of claim 9, wherein the menu further comprises selectable advertisements.

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18. The method of claim 13, wherein the menu further comprises selectable commercials, selectable advertisements, or a combination of selectable commercials and selectable advertisements.